

## 2. Buchmesse RE-BUCH

DATE: Saturday, October 4, 2025  
LOCATION: Herten, Nordrhein-Westfalen, DE

---

### Event Description

2. Buchmesse RE-BUCH is a premier expos event in Herten. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

### Key Information

**Category:** expos

**Importance Rank:** 55/100

**Expected Attendance:** 1,828 people

**Event ID:** ztHyVfbk2DLmNt3WXg

### Hotel Demand Indicators

**ADR Impact Index:** 6.2x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 731 across all properties

*Note: Actual impact varies by property location, star rating, and local market conditions.*

---